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## 講師簡介



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中山大學企業管理博士

勝典科技創辦人並擔任總經理逾15年  
帶領團隊成為大中華及亞太地區領導廠商

**13**次赴美參與ASTD/ATD年會

ATD認證唯一講授 行動/微 學習證書課程

ATD認證唯一講授 學習效果評估證書課程

ATD認證講授 培訓師證書/培訓大師認證課程

ATD認證唯一講授 教學設計大師認證課程

ATD認證唯一講授 混合式學習證書課程

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**Carla Torgerson, MEd, MBA**

**Director of Instructional Design  
Bull City Learning**

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 [linkedin.com/in/carlatorgerson](https://linkedin.com/in/carlatorgerson)

 [@ctorgerson](https://twitter.com/ctorgerson)



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**What is  
microlearning?**



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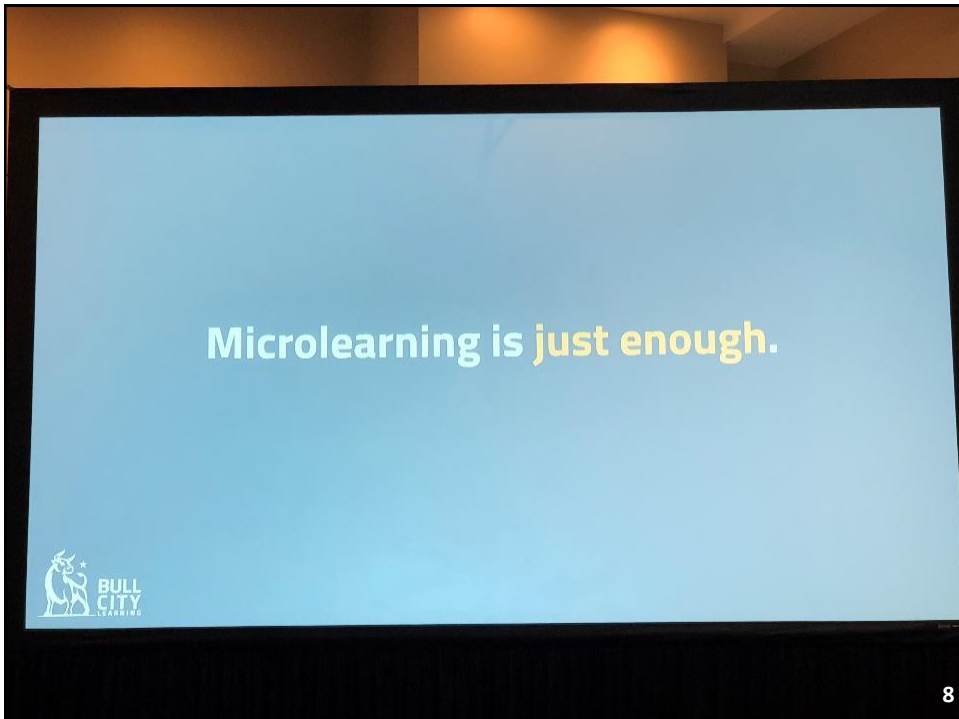
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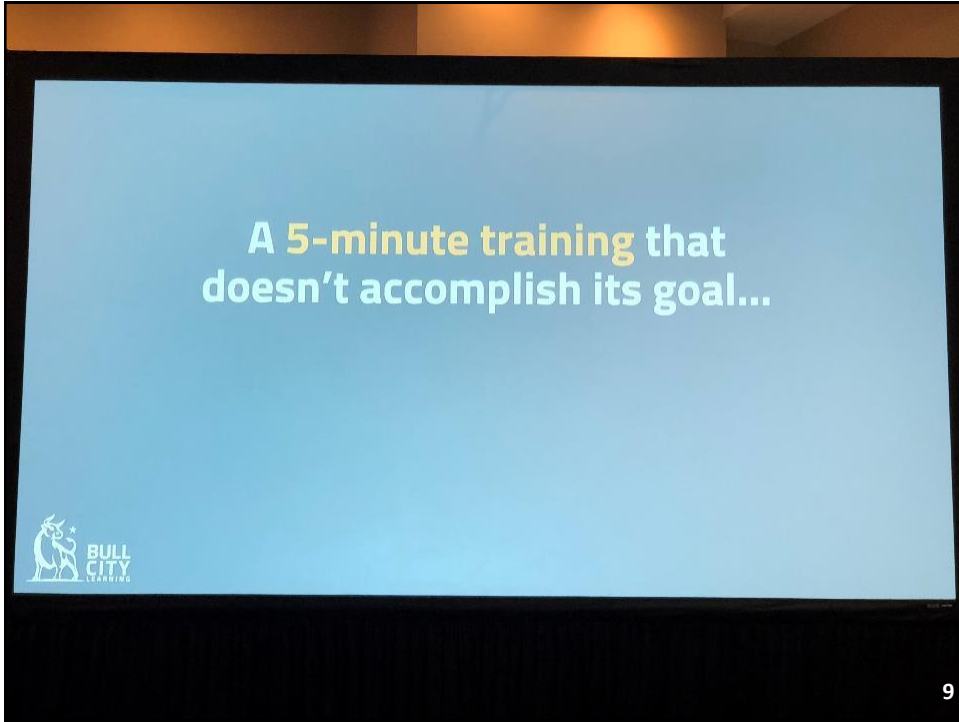
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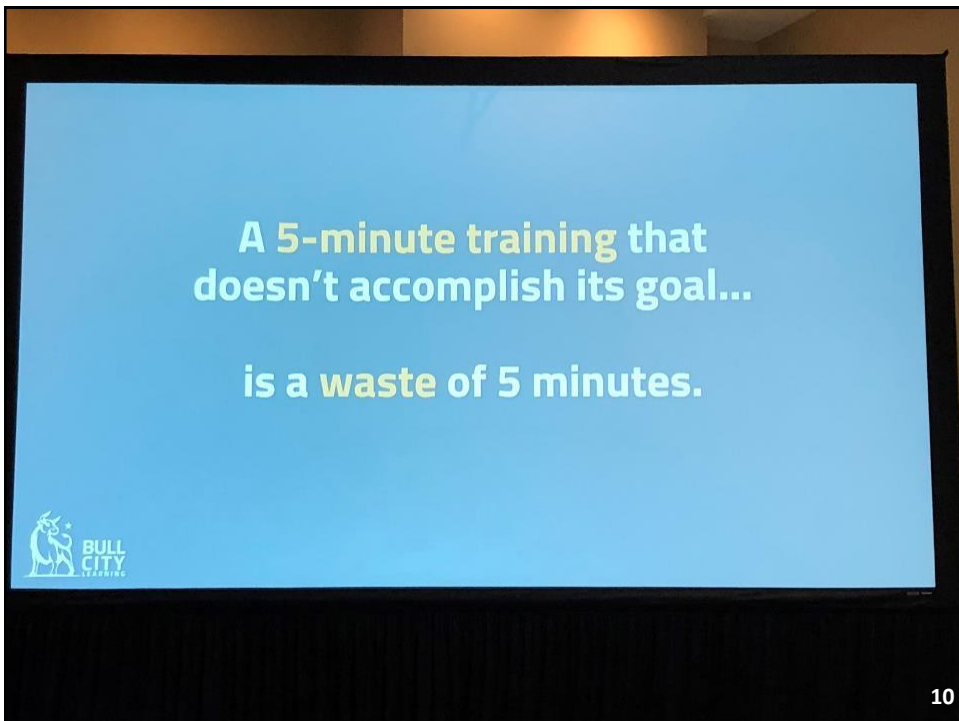
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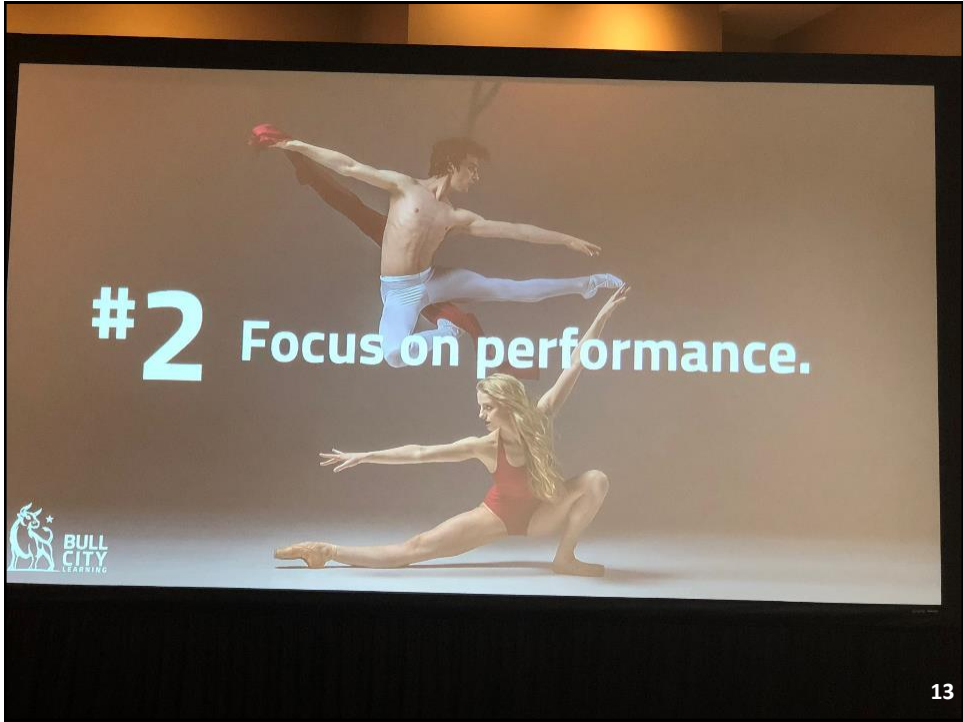
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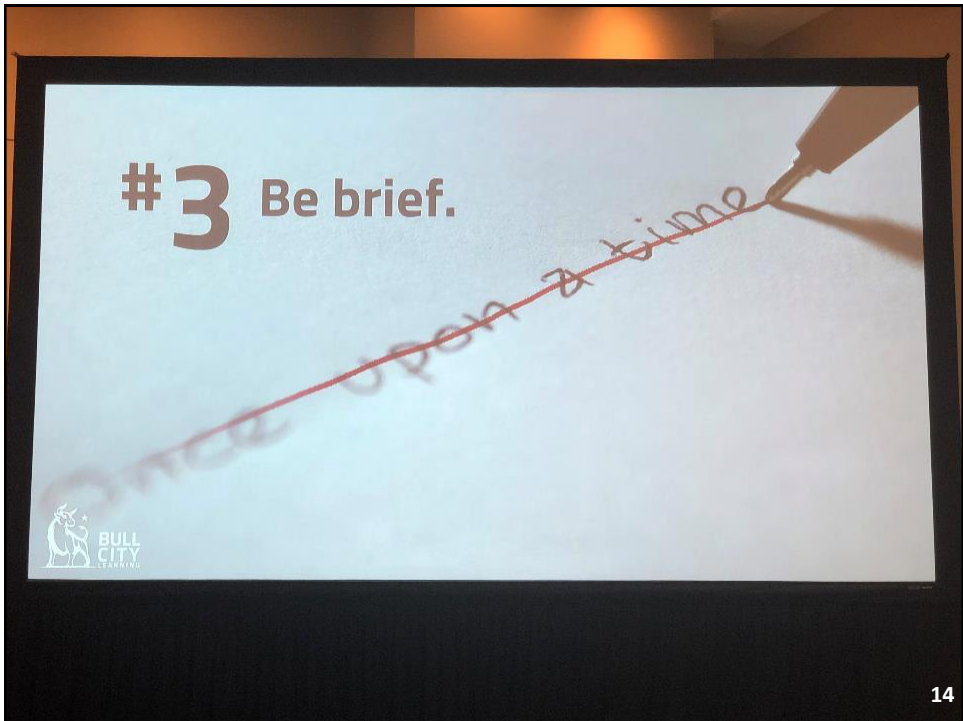
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## Ways You Can Use Microlearning

The diagram illustrates four ways to use microlearning, each with an icon and a corresponding application name:

- Preparation** (Icon: Brain in a head) leads to **Pework**.
- Follow-up** (Icon: Computer monitor and smartphone) leads to **Boost Learning**.
- Standalone** (Icon: Person in a circle) leads to **Short-form Learning**.
- Support** (Icon: Two people talking) leads to **Performance Support**.



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## For More...

The book cover features the title "The Microlearning Guide To Microlearning" and the author's name "Carla Torgerson, MEd, MBA". The cover art shows two hands holding a coiled spring.

Signing  
Wednesday  
2:30 pm

**NEW**  
**atd**  
CERTIFICATE PROGRAM

Microlearning Certificate Program



18

18

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## Walmart Mobile Business Sim Game: A Case Story

Heather Durtschi, Sr. Director, Learning- Content Design & Development, Walmart

Daniel Shepherd, Senior Manager II, Customer Experience, Walmart

Anders Gronstedt, President, Gronstedt Group

Wednesday May 22, 10,00 am, Ballroom C, Convention Center




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world's largest company by revenue



largest private employer in the world with 2.2 million employees

20

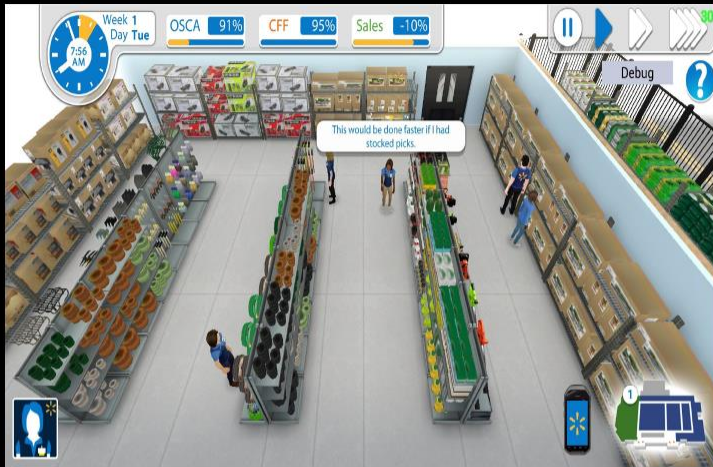
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Part of a \$2.7 billion investment in its people  
200 locations  
quarter million graduates/year  
department manager training:  
two one-week programs a few months apart.

21

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Walmart created its own




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played for 30-minutes a day during the one-week Walmart Academy

and made public, search for “Spark City” on the app stores.

## deployment

23

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net-promoter question, “how likely are you to recommend playing the sim to a Walmart colleague?” average of 9.625 on a 10-point-scale.

classes that played the game improved 22% from pre-assessment to post-assessment.

## results

24



The collage displays four mobile app screens from a game titled "Store Sales - Final Score".

- Screen 1 (My P&L):** Shows a summary of financial metrics for "Store 217", including Sales, Expenses, and Profit.
- Screen 2 (Chat):** A conversation with a manager discussing sales performance and strategies.
- Screen 3 (Profit & Loss):** A detailed table showing revenue, expenses, and profit across different categories.
- Screen 4 (Final Score):** A celebratory screen titled "5 Sparks - Victory Royale! You played a perfect game." It provides feedback on the user's performance, such as "You did an outstanding job of out-topping the metrics that drive sales" and "You answered every question correctly during the store tour".

At the bottom of the collage, the text reads: "next game for district managers: 'Dollars and Sense' coaching store managers about business acumen".

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The slide features the STRIVR logo at the top left. The main title is "It's Not Hype—It's Happening VR's Impact on L&D". Below the title, three speakers are listed:

- Derek Belch**, CEO of STRIVR
- Lou Tedrick**, VP GLOBAL LEARNING & DEVELOPMENT at VERIZON
- Heather Durtschi**, SR. DIRECTOR, LEARNING CONTENT DESIGN & DEVELOPMENT at WALMART

The slide has a light gray background with a subtle grid pattern of dots.


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## Panelists



**Lou Tedrick**  
VP GLOBAL LEARNING & DEVELOPMENT  
VERIZON


**Heather Durtschi**  
SR. DIRECTOR, LEARNING  
CONTENT DESIGN & DEVELOPMENT  
WALMART



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## Immersive learning to support business objectives

<p><b>Reduce cost of incidents</b></p> <ul style="list-style-type: none"><li>Safety procedures practice</li><li>Food safety</li><li>Emergency situations: active shooter, robbery, injury</li></ul>	<p><b>Increase efficiency &amp; productivity</b></p> <ul style="list-style-type: none"><li>New process or equipment rollout</li><li>Lean methodology</li><li>Store operations</li></ul>	<p><b>Enhance customer service</b></p> <ul style="list-style-type: none"><li>Front-line employee training</li><li>Handling of difficult customers</li><li>Delivering consistent brand experience</li></ul>
<p><b>Develop interpersonal skills</b></p> <ul style="list-style-type: none"><li>Executive and manager development</li><li>Giving feedback</li><li>Diversity and inclusion</li></ul>	<p><b>Re-invent employee experience</b></p> <ul style="list-style-type: none"><li>Candidate assessment &amp; prediction</li><li>Onboarding process &amp; realistic job preview</li><li>Upskilling, reskilling</li></ul>	



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## VR and AR working together in the enterprise

**VR**

Hire

**VR**

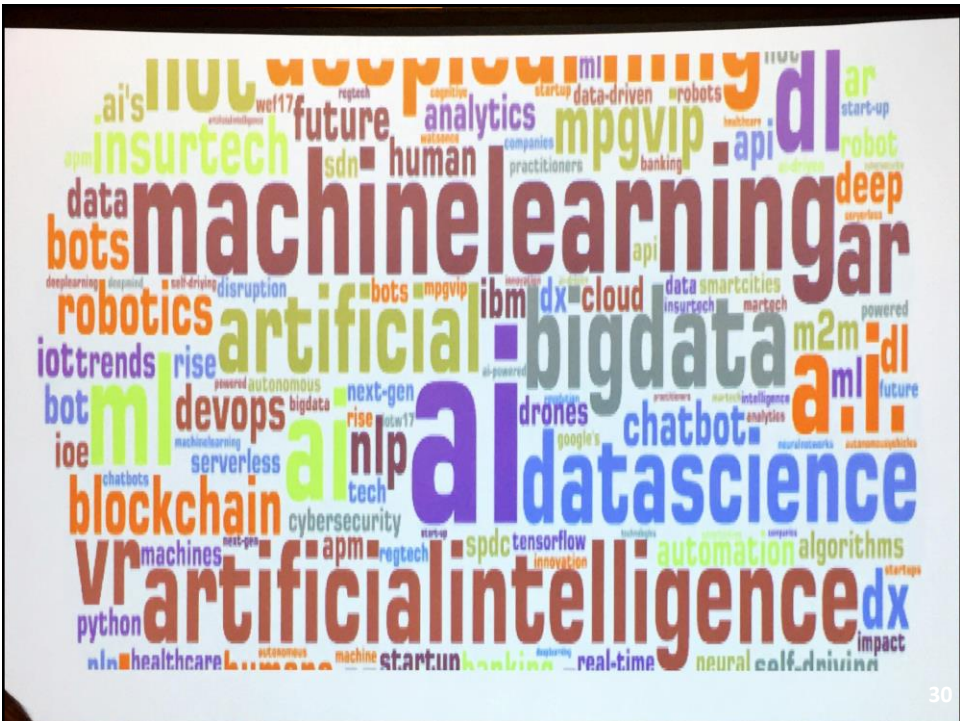
Train

**AR**

Do

STRIV29

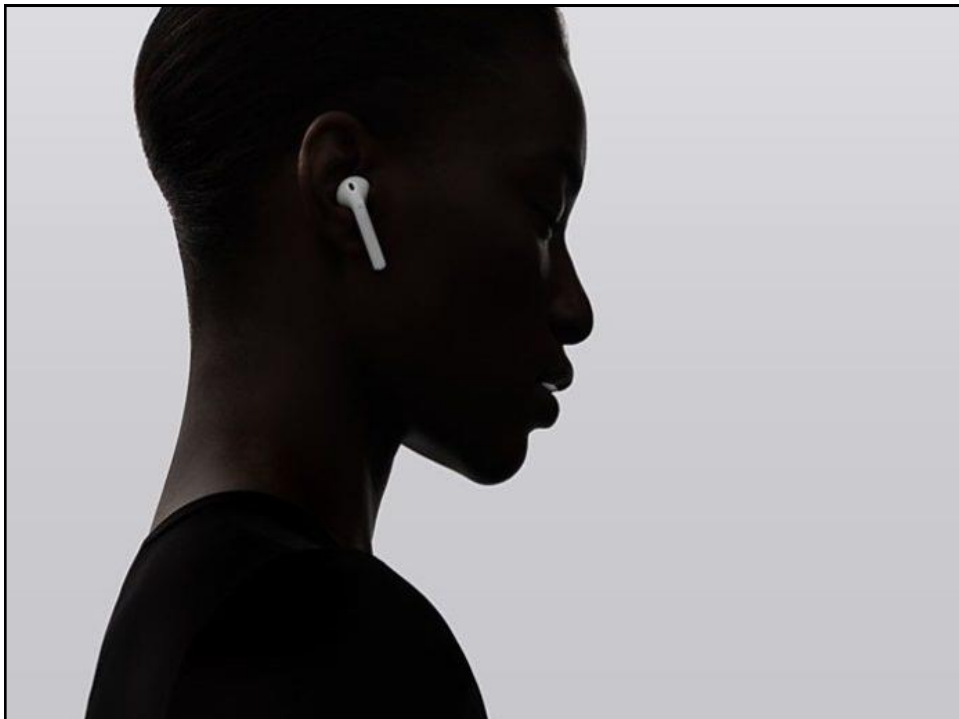
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International Conference  
& Exposition  
*The World's Largest Talent  
Development Conference*  
May 19-22 | Washington, D.C.


SU403

**A Chat Bot Case Study: The Future of Learning  
Transfer and Evaluation**


33

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## Introductions



**Emma Weber**  
Lever – Transfer of Learning  
CEO/Founder

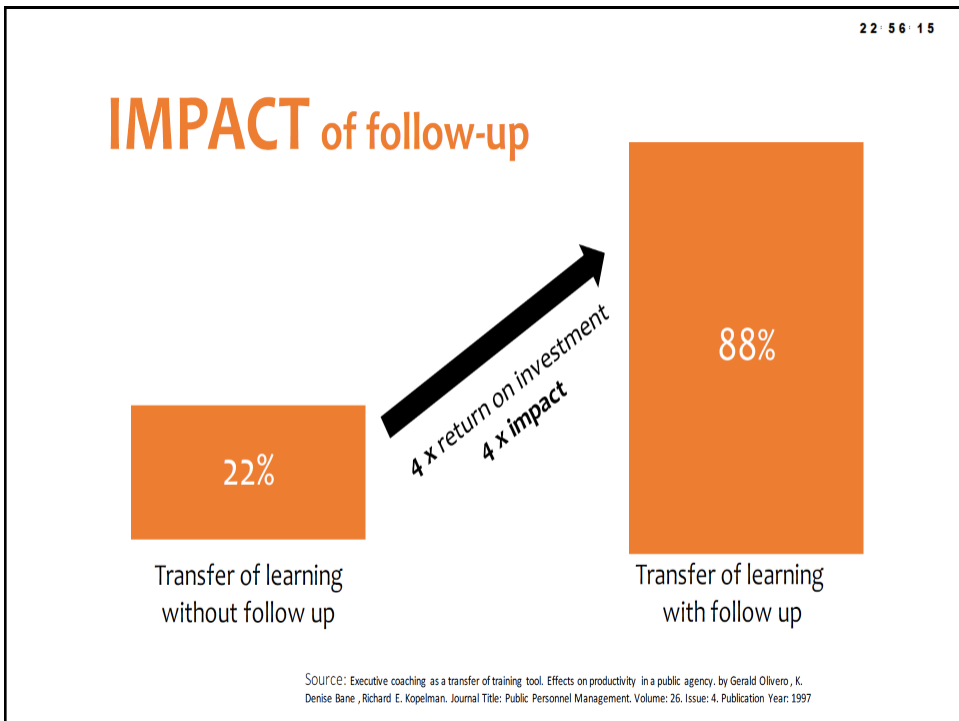


**Marie Daniels**  
Australia/New Zealand, Bayer  
Pharmaceuticals Commercial  
Learning Lead

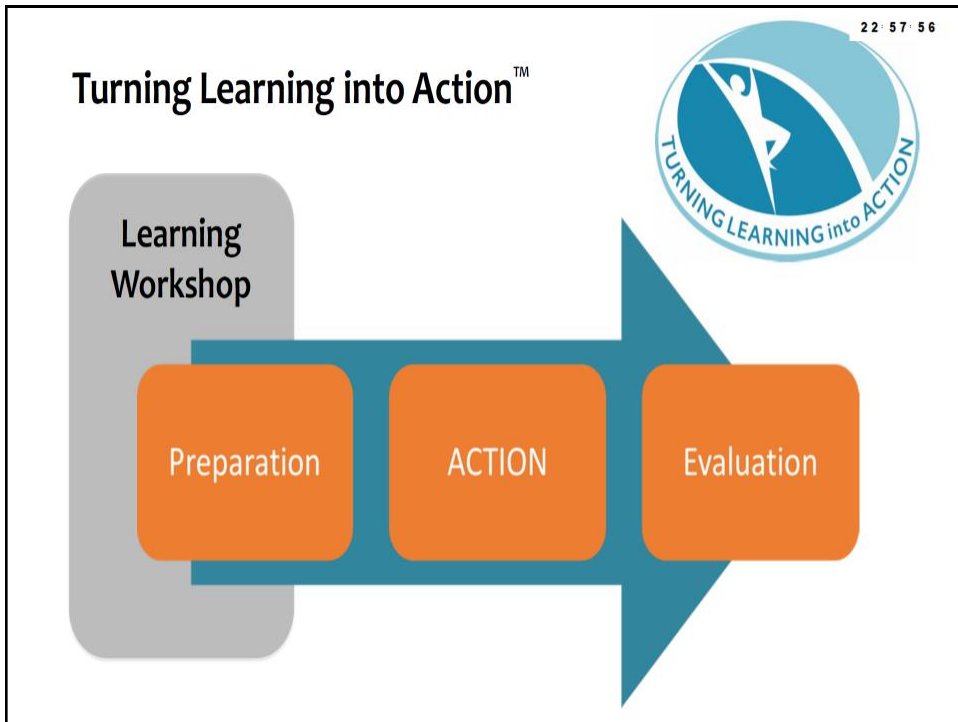
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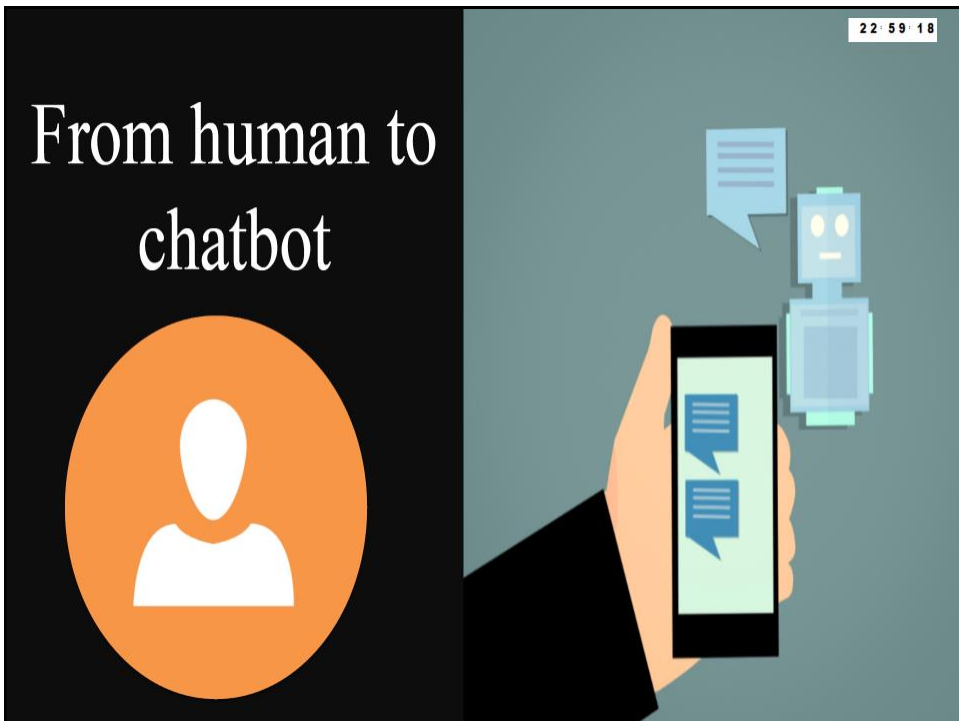
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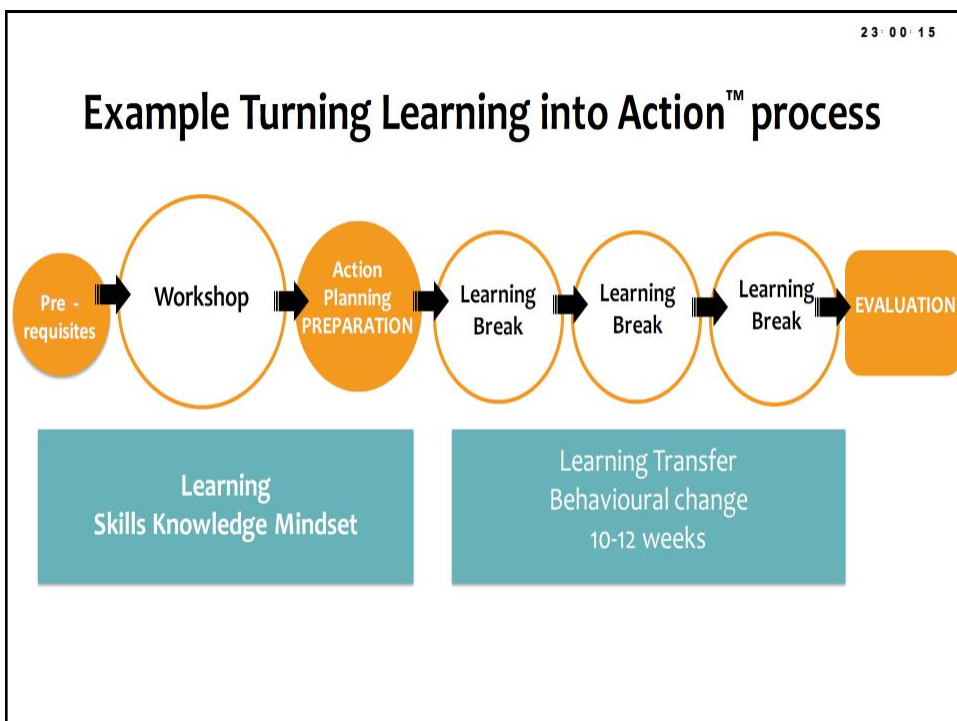


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# Enter Coach M Learning Break



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## Learning transfer into the hands of the learners



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Guides reflection on specific learning commitments
- 

Tailored to the individual
- 

Deepens reflection through animated videos
- 

Delivered through SMS or online platforms
- 

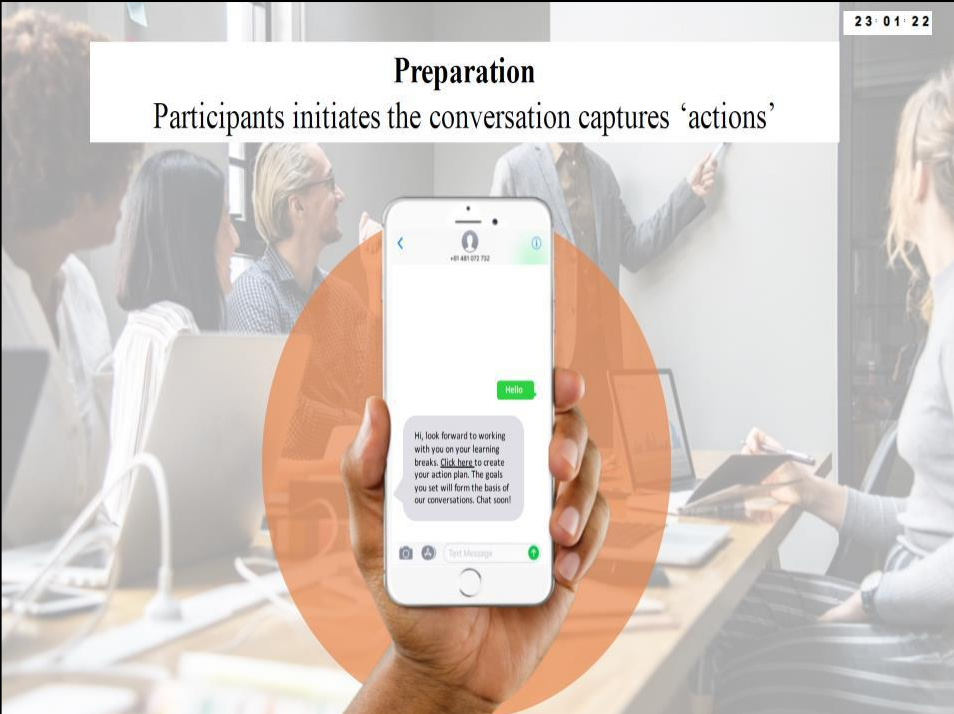
Powerful self-coaching tool

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## Preparation

Participants initiates the conversation captures 'actions'

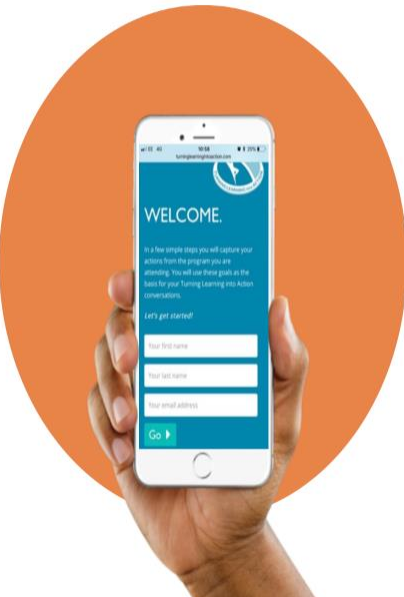


Hi, look forward to working with you on your learning breaks. [Click here](#) to create your action plan. The goals you set will form the basis of our conversations. Chat soon!

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## Preparation Online Action Planning



Decide	Why?	Calculation	Next Steps
What learning goal are you looking to capture in your planning from the program?	Why is it a goal for you to pursue?	What level score are you looking for? (0-100)	What specific actions will you take to progress the goal? In what order can you take these actions?
I want to improve my understanding of the concept of... (fill in the blank)	I want to improve my understanding of the concept of... (fill in the blank)	5/10	The next time I prepare to... (fill in the blank), I will... (fill in the blank)

[www.turninglearningintoaction.com](http://www.turninglearningintoaction.com)

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23 02 15



**Connect to  
Coach M**

➔



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## Coach M in Conversation

So thinking about how you might move this goal up the scale to a 9 what is the top thing you need to do to move forward?

Consistently considering where someone is on the ladder prior to our interactions

Okay, sounds good. What else might you do to move it forward?

Individual assessments on each of my team and their current position around particular topics

It's great to be working with you to get traction on your action plan! Well done in finding time to reflect, have a conversation & create a plan to move forward

Would you like an introduction to the process or are you ready to jump in?

Yes please

Click here for a quick introduction

What, if any, barriers might come up to detail you from following through?

Lack of time and/or opportunity to apply

What can you do to help you prioritise this?

Schedule it

And if you solve that barrier when will you follow through on that?

Over the next 90 days

47

23 03 28

## Example goal

Utilise the coaching model to prepare, plan and deliver critical conversations

Start score 3

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## Example from a Coach M Session

Coach M: OK. Given that you are at a 5 now, if you focused over the next 2 weeks where could you shift your score to?

User: 7

Coach M: Great, and what does a 7 look like to you. What's happening at a 7 that's not happening at a 5?

User: Intervening always but not dwelling on it - I have been letting my emotions enter causing me to stress over my responses e.g. I can't believe they asked me that! Carrying it for a while instead of dealing with it


Coach M: That sounds good

Coach M: So thinking about how you might move up the scale to a 7 what is the top thing you need to do to move forward?

User: Stop taking it personally think about the issue get an answer provide an answer and stop

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Be honest and  
don't try and  
be a person




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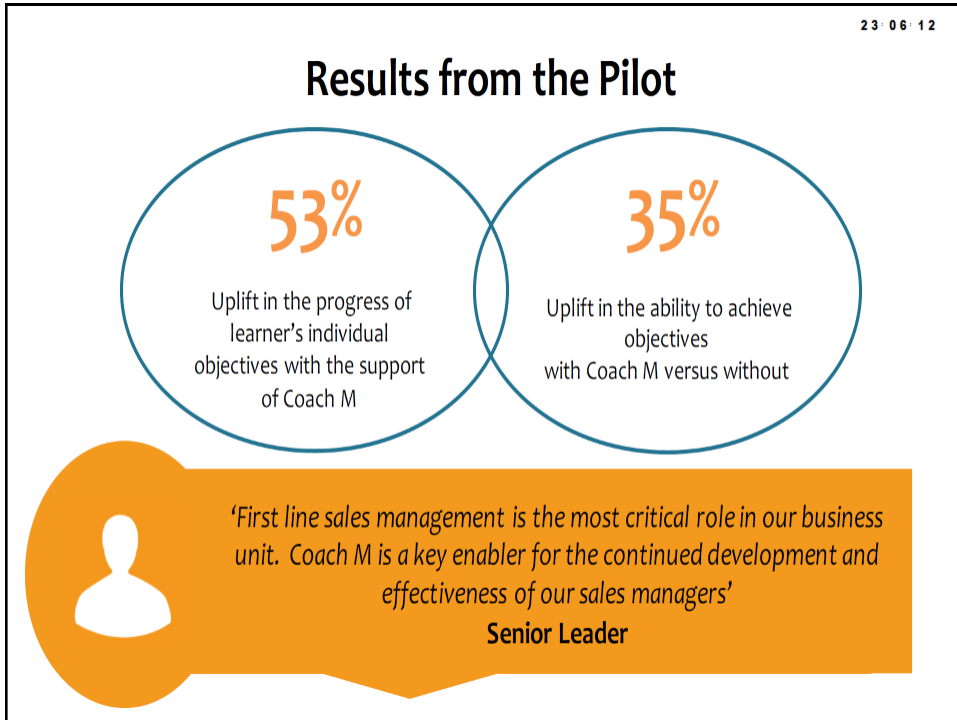
<b>Coach M BOT</b>			<b>vs.</b>	<b>TLA in person</b>	
 <p>Integrate self directive learning into workflow</p>	 <p>No sign-on or app, straight to format for normal text chats</p>	 <p>Have a conversation with yourself – literally</p>	 <p>Can't read between the lines 😊</p>	 <p>Not a human response</p>	
 <p>Flexibility of schedule/ anytime, anywhere</p>	 <p>↓ Cost</p>	 <p>Psychological safety people opened up</p>	 <p>Limited flexibility when the person is stuck</p>	 <p>Limited 'depth' of response</p>	

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<b>What we thought MIGHT happen?</b>		<b>What DID happen?</b>
<p>Engagement rates</p> <p>Learning Break 1 <b>80%</b></p> <p>Learning Break 2 <b>40%</b></p> <p>Learning Break 3 <b>20%</b></p> <p style="text-align: center;"><b>5-10 minutes</b> conversations</p> <p>Depth of conversation One word answers</p>	    	<p>Engagement rates</p> <p>Learning Break 1 <b>100%</b></p> <p>Learning Break 2 <b>87%</b></p> <p>Learning Break 3 <b>67%</b></p> <p style="text-align: center;"><b>20-30 minute</b> conversations</p> <p>Depth of conversation Sentences, relationship based</p>

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# Learning Changes: Trends, Challenges & Hype

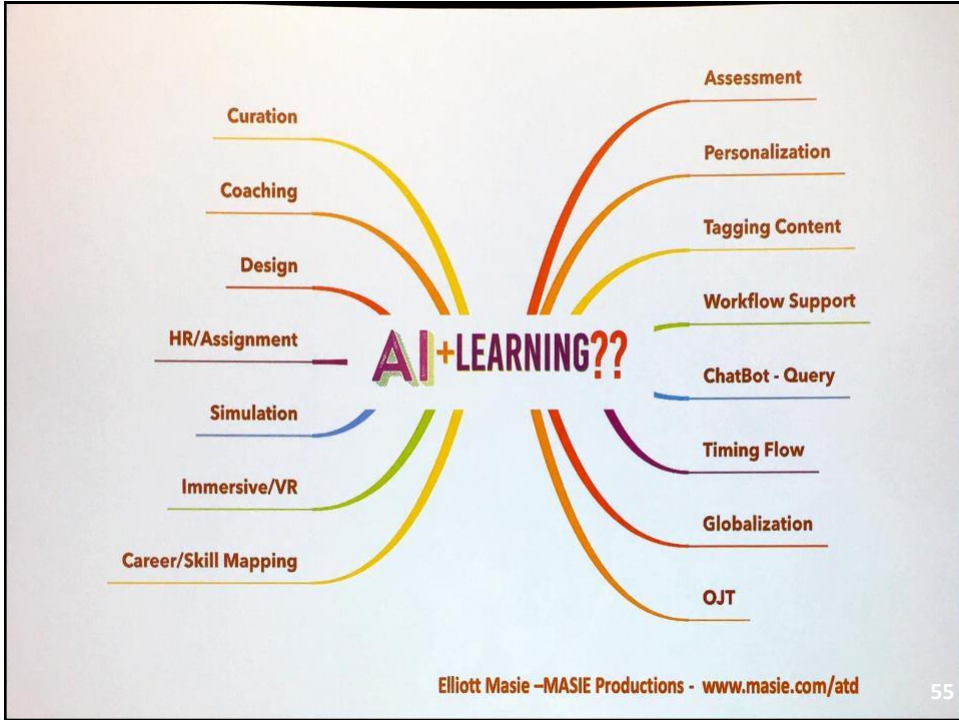
**masie**  
Center Learning, Technology & Innovation

Elliott Mosie, Host & Curator



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**Wally**

我的QR Code

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資深教育師

wallysu1973

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wallysu1973

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